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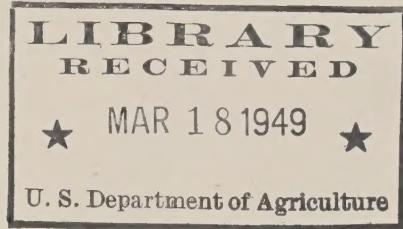
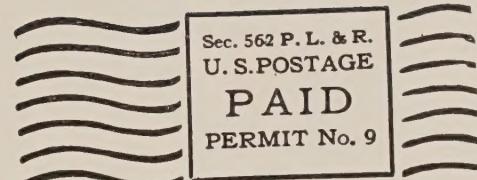
Feb. 21, 1949

NORTHRUP, KING
& CO.

LAWN
SEED
PRICE
LIST

Minneapolis

Minn.



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NORTHRUP, KING LAWN SEED PRICES

February 21, 1949

Dealer Price Suggested
Delivered for Retail
100 lb. units or over Price

Sterling

50 lb. bags	\$37.50	\$59.50
25 lb. bags	19.00	30.25
10 lb. bags	7.70	12.25
5 lb. bags	3.85	6.10
2 lb. bags	1.55	2.45
<i>1 lb. Cartons</i>		
Case of 50	39.50	
Case of 25	19.75	1.25
Case of 12	9.60	

Homelawn

50 lb. bags	19.50	31.25
5 lb. bags	2.05	3.25
<i>1 lb. cartons</i>		
Case of 50	21.50	
Case of 25	10.75	.70
Case of 12	5.30	per lb.
<i>6 oz. cartons</i>		
Case of 100	16.50	.27
		per ctn.

Glenwood Park

50 lb. bags	27.00	43.00
25 lb. bags	13.75	21.80
5 lb. bags	2.80	4.50
<i>1 lb. bags</i>		
Case of 50	29.00	
Case of 25	14.50	.95
Case of 12	7.10	per lb.

Creeping Red Fescue

100 lb. bags	59.00
Case of 12 1-lb. cartons	7.70
1 lb. bags each	.70

Astoria Bent Grass

50 lb. bags	63.00
Case of 12 1-lb. cartons	15.75
1 lb. bags each	1.30

Orders for less than 100 lbs. are to be priced at same prices listed above F. O. B. Minneapolis, Moorhead or Waterloo.

Seaside Bent Grass

(Creeping Bent)

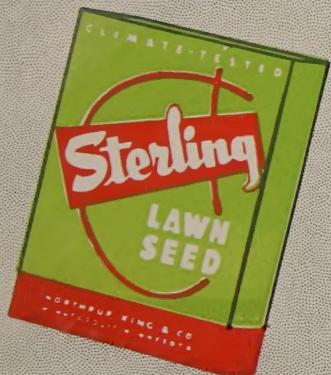
50 lb. bags	\$55.50
Case of 12 1-lb. cartons	13.95
1 lb. bags each	1.20

Unsold lawn grass seed is not returnable for credit at the end of the season. Prices quoted are subject to change.

DISCLAIMER—Northrup, King & Co. gives no warranty, express or implied, as to the productiveness of any seeds we sell and we will not be in any way responsible for the crop. Our liability, in all instances, is limited to the purchase price of the seed.



TO THE LAWN SEED TRADE



We are proud to announce a new, a modern Sterling lawn seed, changed in formula, changed in package design.

Gone is the familiar old green and yellow package with the Colonial House. Gone is the old Bluegrass, Red Top, White Clover formula.

A new modern package design has been adopted. It's a design aimed at eye-appeal. It's smart, it's distinctive, it's eye-catching. The colors are new and fresh—they're eye-stopping. Wait till you see it! Wait till your customers see it!

Now—the formula! The old Bluegrass-Red Top-White Clover is too limited in its scope. There's been a crying need for a well rounded mixture, a fine textured mixture of perennial grasses, a mixture adapted to sun or shade, to rich or poor soil, a mixture able to stand up under heavy use. Such a mixture is our new Sterling. Try it yourself! Get your customers to try it!

Here is the new Sterling formula:	
Kentucky Blue Grass	45.60%
Creeping Red Fescue	34.53%
Meadow Fescue	12.83%
White Clover	1.97%
Inert Matter	4.92%
Weeds	.15%

Note that we have cut the weed content from .35 to .15—more than 50%; the inert content from 6.52 to 4.92—down about 25%.

Let's examine the formula closer. We are still using about the same percentage of Bluegrass. The latter is especially adapted to the Northern half of the United States. It does like good soil though and won't perform in poorer or acid soils. It also doesn't like shade.

Red Top has been eliminated completely from the mixture. It is primarily a nurse grass, germinating quickly, and affording shade for the slow growing Kentucky Blue Grass. It tends to become quite coarse and in a season or two will usually be crowded out pretty much by Blue Grass.

The main grass that we have substituted for Red Top is Creeping Red Fescue. We only wish that Creeping Red Fescue had been available a number of years ago. It originated in Europe, strains were brought over here prior to the war and were tried rather extensively, but they were not too widely adapted. In this country in our various experiment stations we started working on them because they had so many desirable qualities—and now have available strains which are very outstanding. Creeping Red Fescue was one of the best of the fine textured fescues. It is very fine textured having a much finer leaf blade than Kentucky Blue Grass. It is adapted to a wide range of soil and climate conditions, does well on poor, light, sandy, or acid soils and will also do well on rich soils.

It is more drought resistant than Blue Grass, its moisture requirements are much lower than that of Blue Grass. It has a good bright green color. It spreads by underground runners, of course, is thus not a bunch grass. Of course, it's a perennial and cold resistant. Usually will germinate fairly rapidly in from 10 to 16 days.

Creeping Red Fescue has now been widely tried in nearly every section of the country and it is highly recommended by turf experts for a fine textured, permanent, perennial lawn.

The next addition is Meadow Fescue. It too is a perennial grass. It does especially well in wet land and in shade—at the same time enduring dry conditions nicely. It is very fast growing, sprouting in 6 or 7 days and giving both Blue Grass and Creeping Red Fescue protection from the sun as it grows. It has a blade a little wider than Blue Grass. This fines up materially in its second year. Often by then the Blue Grass or Red Fescue will have crowded it out completely. Its main purpose is to provide a quick cover.

The White Clover content we've reduced a little. White Clover is especially compatible with Blue Grass, giving the latter a deeper green color. It brings Nitrogen into the soil, thus providing that necessary color builder. It won't tolerate shade. It's a fast grower and gives a quick cover.

We know you'll like the new carton and the new formula. Now let's see some more lawn seed sales.

IT PAYS TO ADVERTISE

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Sometimes it just doesn't matter what you do, the customers stay away in droves.

That's the time when it really does "pay to advertise."

Now, Northrup, King and Co. not only provides its dealers with excellent, top-grade lines of lawn and grass seed, but also has a smooth, well integrated advertising program to help you sell more seed.

For a give-away booklet, let us suggest a copy of Northrup, King's "How to Build a Lawn." It's chock full of handy and timely tips on how to start, maintain and enjoy your lawn.

For a more attractive window display of all Northrup, King's lawn seed utilize the

brand new window runners, "More Backyard Fun," and "Grows Green Carpet."

A new thought for your counter and table displays of Sterling Lawn Seed. We have a cut-out carton holder of an artist saying to the customers that they can have a "colorful lawn" with Sterling.

For window, counter, or table display, we have the old favorites . . . display board lithographed signs. In brilliant colors they show on one sign a Northrup, King lawn maintaining a background for an attractive house. And in the other, a boy is pushing a girl in a swing against a background of a beautiful Northrup, King lawn.

Remember, Northrup, King & Co. has conceived this advertising program to help you. For more information and prompt service, let us know your advertising needs.